

# **EXHIBIT 230**

## **REDACTED**

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

**IN RE GOOGLE DIGITAL ADVERTISING  
ANTITRUST LITIGATION**

**No. 21-MD-3010 (PKC)**

**DECLARATION OF [REDACTED]**

I, [REDACTED], pursuant to 28 U.S.C. § 1746, hereby declare as follows:

1. I have worked for Google LLC (“Google”) for approximately [REDACTED] years. I am currently the [REDACTED] of the Google Ad Manager team.<sup>1</sup> Based on my personal experience with and knowledge of Google’s sell-side products, I describe below the material features of AdSense and Google’s Data Transfer report files, as well as my general understanding of how their functionality evolved over time and operates today, though there may have been exceptions (e.g., bugs, experiments).

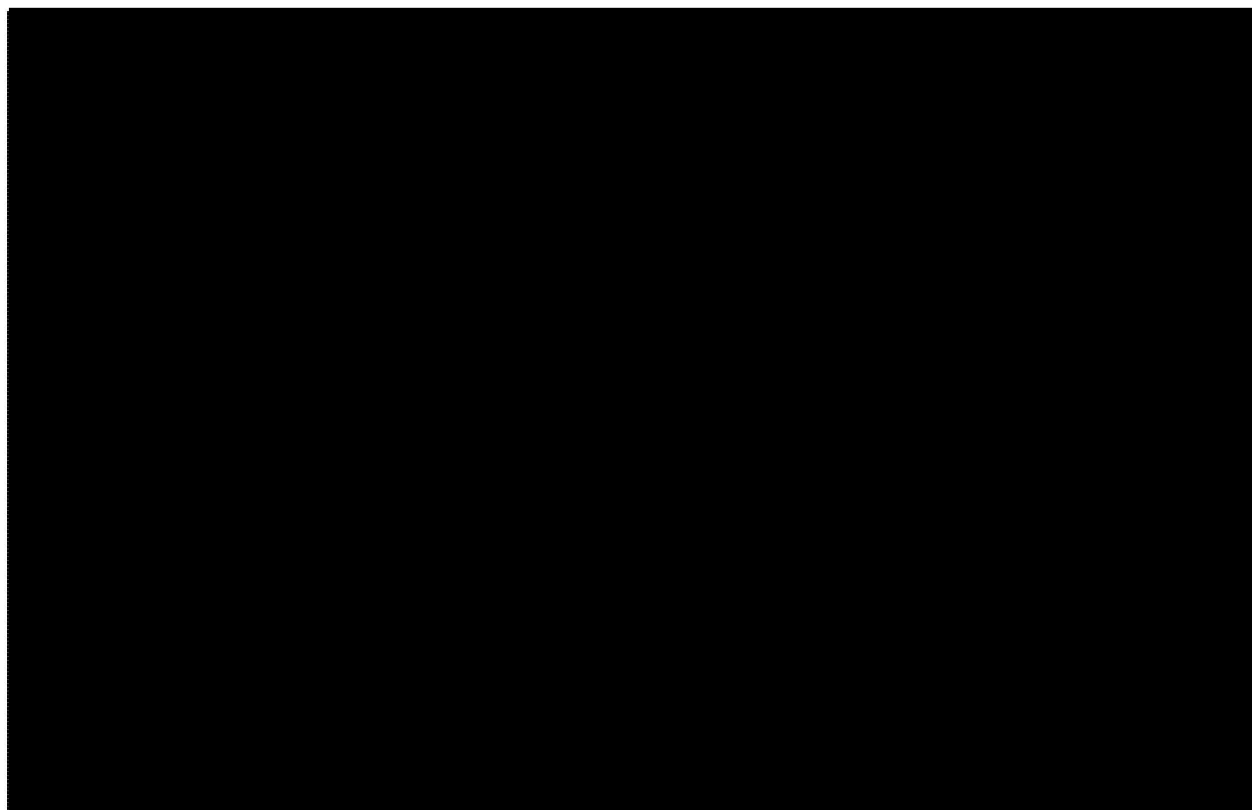
**AdSense**

2. Introduced in June 2003, AdSense is an ad network generally designed as an easy-to-implement solution for publishers that might not have a significant direct sales business or prefer the ease of monetizing their ad space by adding a single piece of code to their site. One of the AdSense services is AdSense for Content,<sup>2</sup> which allows publishers to sell display ad inventory on their websites. These ads were originally text-based, but Google introduced image formats by 2004.

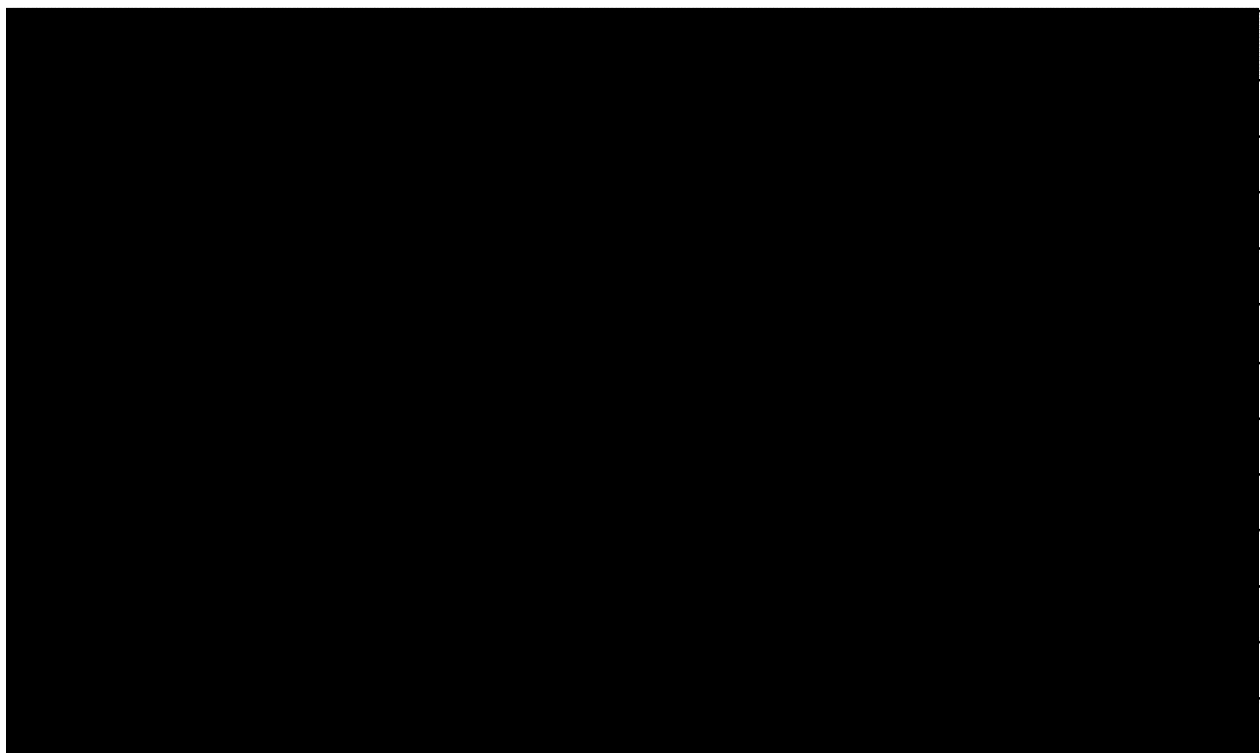
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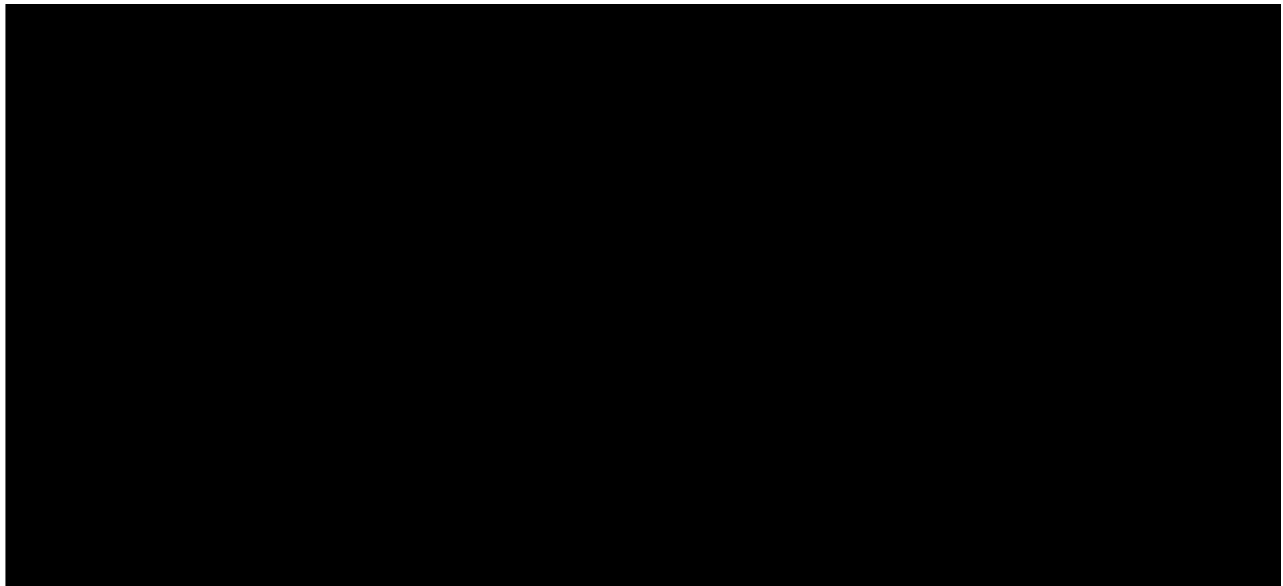
<sup>1</sup> Google Ad Manager combines functionalities that were previously called DoubleClick for Publishers (“DFP”) and AdX.

<sup>2</sup> References to “AdSense” in the rest of this declaration refer to AdSense for Content.



16. As of June 25, 2024, the [REDACTED] publishers listed below subscribe to receive Joinable BDT files.





17. As of August 31, 2019, the [REDACTED] publishers listed below subscribed to receive BDT files.

Publisher	Network ID
	

Publisher	Network ID
	

18. I declare under penalty of perjury that the foregoing is true and correct.

Executed on the 28th day of June 2024, in 